

# WORKFORCE OBSERVATIONS

## FOR NORTH CENTRAL WISCONSIN COUNTIES

### July 2004



#### Seasonal changes overshadow hints of improvement

**Adams County's** unemployment rate climbed a bit more gently than usual this winter and fell much more gently than usual this spring, so its June level is well above typical despite the June increase itself being very typical. Despite May-to-June job growth, neither the manufacturing sector nor the leisure & hospitality sector is above its June 2003 levels.

The unemployment rate in **Forest County** remains below typical, but not as far below as it had been in March or April. Construction employment estimates bounced back to a more typical seasonal pattern after some softness in April. The leisure & hospitality sector and the information, professional, business & other services sector both remain below year-ago levels.

In **Langlade County**, the unemployment rate is closer to typical than it has been at any point in the last year because it fell instead of rising as it usually does in June. Construction and leisure & hospitality continue to follow last year's seasonal patterns at slightly higher levels. Information, professional, business & other services continued to grow modestly rather than shrinking sharply as it did last June.

From July 2003 through March 2004, **Lincoln County's** unemployment rate was 0.5 percent to 1.2 percent above typical levels. While leisure & hospitality employment estimates remain above year-ago levels, construction, manufacturing and transportation, warehousing & utilities remain below year-ago levels, as they have been for at least 12 months.

In its general contours, **Marathon County's** unemployment rate continues to follow typical trends, and remains below typical levels. Manufacturing and professional & business services posted reasonably strong employment estimates in May and June, while construction growth slowed considerably and retail trade employment estimates remain well below year-ago levels.

Declining far faster than usual in April and far slower than usual in May, the unemployment rate in **Oneida County** rose in June and sits 1.1 percent above the typical June level, which is relatively consistent with much of the last year's performance. Employment estimates for the construction sector and for the retail & wholesale trade sector are showing better over-the year growth than they had last June through last December, while leisure & hospitality maintains its strong but seasonal

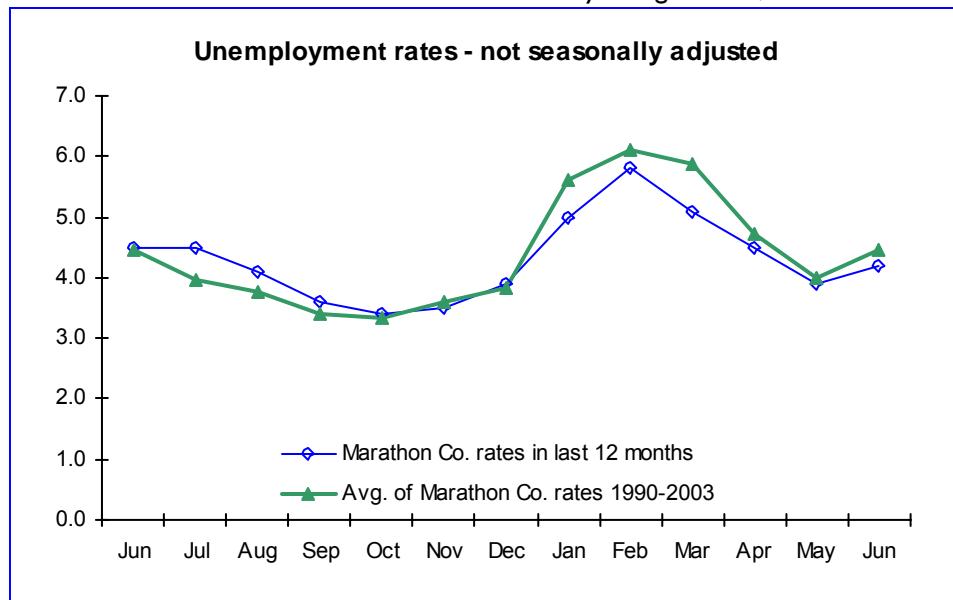
**Portage County's** unemployment rate is about 0.6 percent higher than the typical June level, which is a bigger gap than the county has seen for eight of the last twelve months. Manufacturing employment estimates remain well below year-ago levels, but this summer's trend is slightly

more encouraging than last summer's. Construction and leisure & hospitality continue to enjoy moderate to strong growth over last summer's estimates.

Roughly 1.0 percent above its typical June level, **Vilas County's** unemployment rate is slightly less encouraging than rates from March through

May, but is relatively consistent with rates from August 2003 through February 2004. The retail & wholesale trade sector has consistently been slightly above year-ago levels since November, while the leisure & hospitality sector has been below year-ago levels for twelve months. Construction has slowly gathered momentum for most of this year.

**Wood County's** unemployment rate is just 0.9 percent above the typical June rate. Although this isn't as encouraging as last June's rate (0.5 percent above typical), it is the most encouraging rate of the intervening months except January, which was 0.8 percent above typical. Despite May-to-June gains, manufacturing remains well below year-ago levels. Leisure & hospitality employment estimates remain well above year-ago levels while construction employment estimates appear to have cooled from being above year-ago levels to matching year-ago levels.



## Employment by industry estimates - not seasonally adjusted

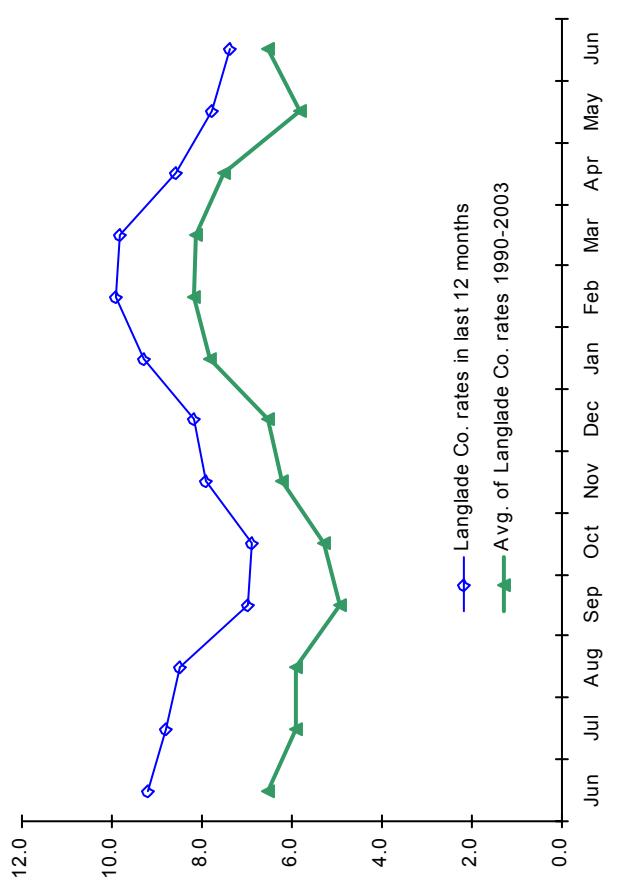
	Wisconsin			Adams			Forest			Langlade			Lincoln		
	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change
Total jobs, all industries*	2,870,600	36,800	46,800	4,200	150	10	3,400	-10	-120	3,600	-40	20	12,100	120	-130
Const, min'g & nat. resources	138,100	7,100	500	260	20	20	150	10	10	170	10	10	410	30	-10
Manufacturing	518,900	10,500	9,300	450	20	0	330	10	-30	410	0	-30	3,500	60	-70
Trade (w wholesale & retail)	447,200	6,700	14,400	550	10	-20	320	10	0	690	0	20	1,770	10	-30
Transport, Wrshng, Utilities	107,500	1,700	-200	130	0	-10	150	0	0	180	0	0	370	10	-10
Financial activities	160,600	1,200	1,900	100	0	0	100	0	-10	210	0	0	810	10	30
Education & health services	373,300	-2,100	8,500	480	0	20	370	-10	0	300	0	20	950	0	0
Leisure & hospitality	269,200	11,400	6,500	630	80	0	240	20	-10	230	10	10	1,120	30	50
Info, prof, bus. & other svrcs	442,300	6,700	11,700	410	20	30	210	10	-20	330	10	50	1,050	0	10
Government	413,500	-6,400	-5,800	1,250	0	-30	1,570	-60	-60	1,080	-70	-60	2,100	-20	-90
Civilian Labor Force**	3,176,200	77,400	35,800	9,100	420	260	5,100	50	-260	10,100	300	-90	15,000	330	-80
Employed	3,013,400	61,900	55,200	8,600	380	120	4,800	20	-150	9,300	320	100	14,200	300	-20
Unemployed	162,800	15,400	-19,500	530	40	140	310	30	-110	750	-20	-180	850	30	-70
Unemployment rate (%)	5.1	0.3	-0.7	5.8	0.1	1.4	6.1	0.5	-1.8	7.4	-0.4	-1.8	5.7	0.1	-0.4
	Marathon			Oneida			Portage			Villas			Wood		
	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change	Jun 2004	1-month change	1-year change
Total jobs, all industries*	71,300	900	500	18,900	620	20	33,300	-580	450	9,000	630	-90	44,600	380	10
Const, min'g & nat. resources	3,000	200	0	1,390	80	50	1,260	80	90	990	60	60	1,850	110	10
Manufacturing	18,700	500	400	1,380	30	-130	4,700	110	-380	430	10	-20	7,400	130	-390
Trade (w wholesale & retail)	13,800	300	-300	4,200	190	120	5,100	-70	170	1,500	100	40	6,200	80	-160
Transport, Wrshng, Utilities	2,900	0	0	440	-20	-10	1,970	-10	30	120	0	10	3,300	-10	70
Financial activities	4,900	0	-100	550	20	0	4,000	40	-30	410	10	50	1,200	10	40
Education & health services	7,200	-100	200	3,100	10	-60	3,300	0	160	820	30	40	11,200	10	250
Leisure & hospitality	5,300	100	200	2,800	340	250	3,700	70	270	1,770	300	-250	3,100	80	170
Info, prof, bus. & other svrcs	7,600	200	100	2,500	110	0	4,000	60	150	640	40	-40	5,000	100	90
Government	7,900	-300	0	2,600	-130	-200	5,200	-860	0	2,300	70	20	5,400	-140	-80
Civilian Labor Force**	79,800	2,100	1,120	23,100	1,310	0	40,000	30	930	12,400	660	-30	42,800	1,110	550
Employed	76,400	1,770	1,330	21,900	1,240	70	37,700	-310	870	11,800	670	40	40,100	750	370
Unemployed	3,300	300	-210	1,170	70	-70	2,300	340	60	600	-10	-70	2,700	350	180
Unemployment rate (%)	4.2	0.3	-0.3	5.1	0.1	-0.2	5.7	0.9	0.1	4.8	-0.4	-0.6	6.3	0.7	0.4

Estimates are NOT seasonally adjusted. Current month estimates are preliminary. Numbers ≥ 2,000 are rounded to nearest 10; numbers < 2,000 rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations based on unrounded numbers; results rounded.

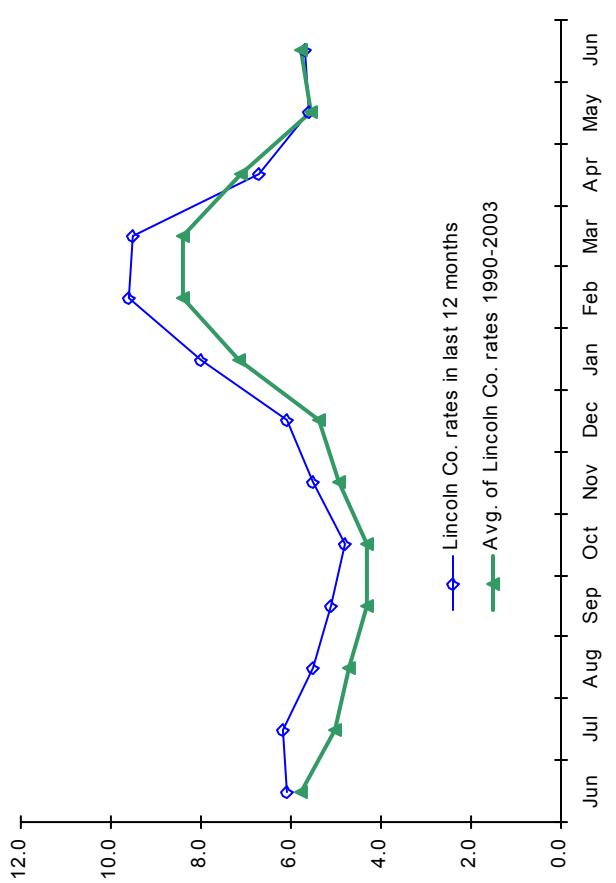
\*Includes jobs with employers in area. \*\* Includes labor force participants residing in area.

For more information call (608) 242-4885, email dan.barrolier@dwd.state.wi.us, or see <http://www.dwd.state.wi.us/lmi>.

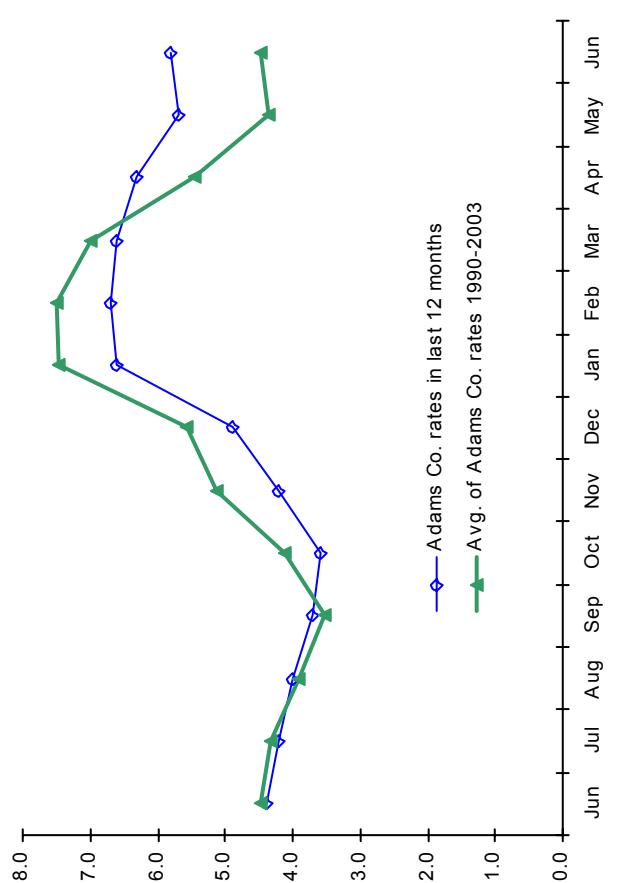
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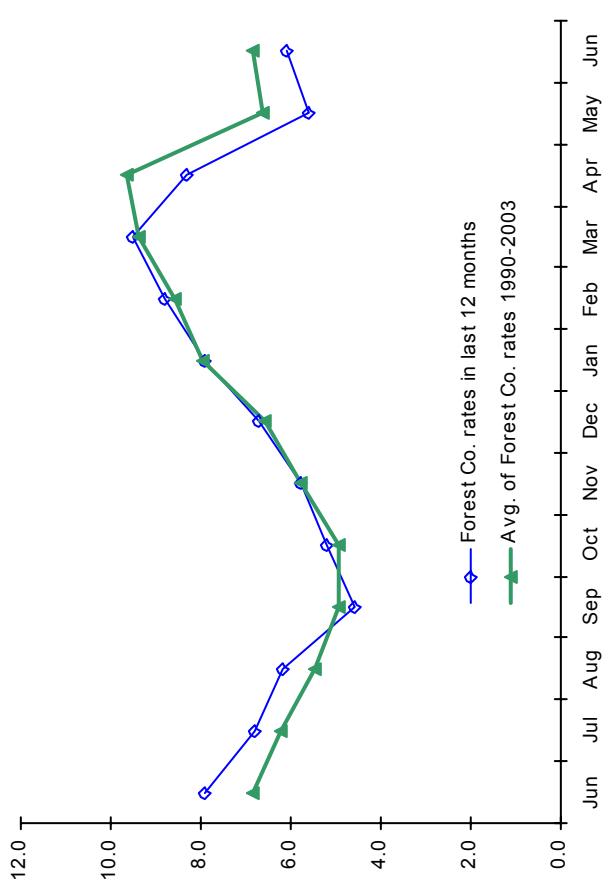
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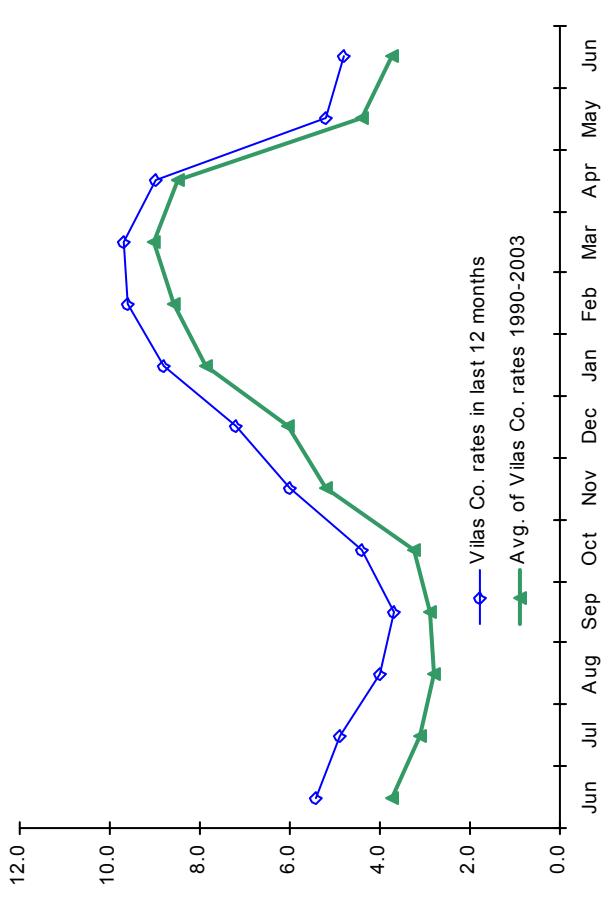
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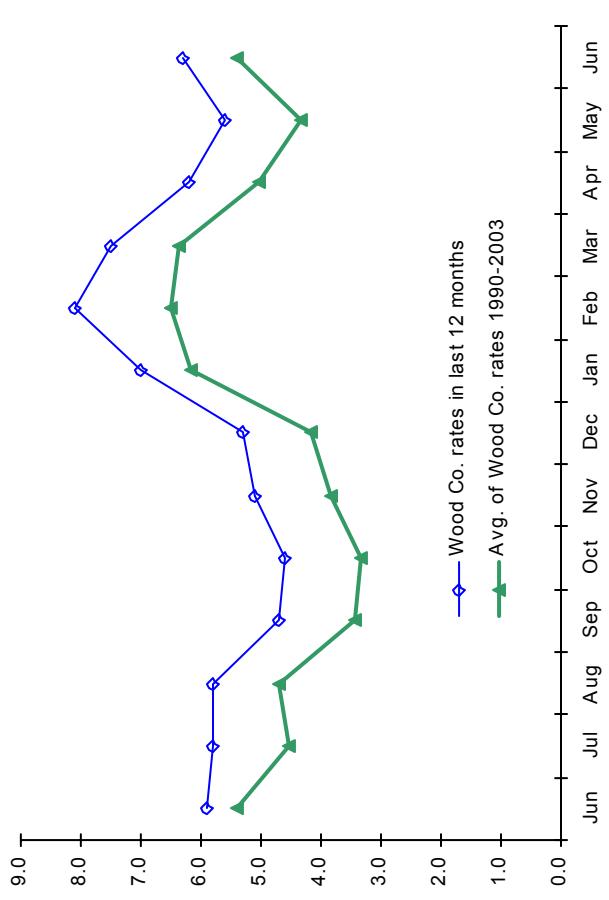
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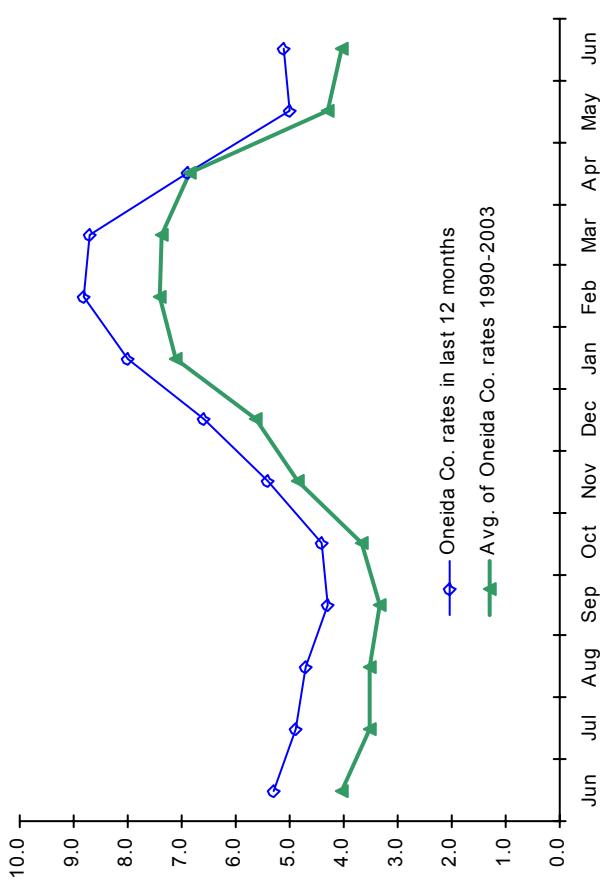
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